ow to Market Your Program to Clients

Visit ACS FIRST for your employment needs!

We offer the following services:

- Federal Resume classes
- Career Counseling
- Internet Job Searches
- Employment Opportunities Information
- Home-Based Business Information
- Resume Writing & Interviewing Skills

Employment Readiness

Interview Preparation
… a bit like formulating a marketing strategy…

- What job?
- When?
- Where?
- Who is interviewing?
- Point of contact?

Who are your clients?

- Community
  - OCONUS/CONUS
  - Job Market
- Units
  - Tactical
  - Headquarters

Where are your clients?

- Newcomers
- Community Forums
- Employed
- PCSing

Reaching Your Clients

Marketing Kit

- Marketing Plan
- Program Brochure
- SITES
- Web Site
- Partnership

Reaching Your Clients

- Intake
- Orientation
- Family Readiness Groups
- Media
- Location, location, location
- Word of Mouth